

Panel of Experts Deadlocked on Pronouncing Los Angeles

Bird of Paradise Named Official Flower for City

At its 171st birthday party yesterday, the city finally got its official flower, but it still has no official pronunciation for its name, Los Angeles.

The flower is the golden bird of paradise.

But the anxious wait for a verdict by a jury of experts as to how Los Angeles should be pronounced sank into disappointment when the jury foreman announced that the panel is deadlocked over whether the "g" should be hard or soft.

They are split, he reported, between "Loss An-jell-ess" and "Loss An-guh-less."

Attended by 500 Leaders

Some 500 civic leaders crowded into the Biltmore Ballroom for the birthday luncheon. It was sponsored by Mayor Bowron and Los Angeles Beautiful, a subdivision of the Women's Division of the Chamber of Commerce. Cochairmen of the program were Mrs. Manfred Meyberg of Los Angeles Beautiful and William Frederickson Jr., superintendent of recreation for the city.

In his birthday message, Mayor Bowron dwelt mostly on the problem of pronunciation. He decided something should be done to standardize vocal reference to the city after a recent tour of the nation when, he reported, he was constantly asked: "How is Los Angeles supposed to be pronounced, anyway?"

During his talk, the Mayor carefully steered clear from saying "Los Angeles," usually referring to it as "our city."

Confusion on Radio and TV

The pronunciation confusion is doubly acute, the Mayor pointed out, because of the many nationwide radio and television programs that originate in Los Angeles, and announcers and participants on these programs pronounce Los Angeles half a dozen different ways.

Although reluctant to reveal his personal pronunciation of the city's name, the Mayor prayed that civic pride would prevent its citizens from ever, ever referring to it as "L.A."

After praising the work of the women in Los Angeles Beautiful, the Mayor set the stage for the big moment by calling on J. Calvin Smith, president of the Southern California Broadcasters Association and foreman of the Jury for Pronunciation of Los Angeles.

Groans of Disappointment

Smith got groans of disappointment when he announced that the jury of 20 experts has held two meetings, the last only Wednesday afternoon, but has been unable to reach a verdict between "Loss An-Jell-ess" and "Loss An-guh-less." He pleaded for help.

(The old Spanish pronunciation, "Lose-Ong-ha-less," has not been seriously considered, it was disclosed previously, because it is "too unusual.")

In his brief report, incidentally, Smith distinctly pronounced it—"Loss Ang-gell-ess."

So, still unpronounced, Los



BIRTHDAY POSY—Bird of paradise was chosen as Los Angeles' official flower yesterday at city's 171st birthday party. Mayor Bowron and Mrs. Manfred Meyberg admire a sample of flower at Biltmore luncheon gathering.

Times photo

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LOS ANGELES

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Los Angeles went on to other things yesterday.

Cultural Progress Detailed

Mrs. Grant B. Cooper, a member of the City Art Commission, who pronounces it "Loss Angell-uss," gave a report on cultural progress here.

"The true greatness of a city," said Mrs. Cooper, "is measured by its cultural achievements."

She then went on to outline civic activities in art and music since the Art Commission was reorganized in 1944. The music program, she explained, emphasizes participation rather than just listening. And, in the field of art, Los Angeles has "grown from infancy to childhood," Mrs. Cooper declared.

But she strenuously deplored the lack of a municipal art gallery here, lamenting the fact that Los Angeles is losing many valuable art collections because of inadequate facilities.

Color Slides of Parks

George Hjelte, general manager of the Parks and Recreation Department—who pronounces it "Loss Angell-ess"—briefly described the beauty and healthfulness of the city's parks and playgrounds. His talk was augmented by color slides of various parks, principally the city's famous rose garden in Exhibition Park.

Roy M. Hagen, vice-president of the Chamber of Commerce, in outlining "Progress in Business and Industry," reported that in the last year Los Angeles has had the greatest industrial expansion in its history.

He, by the way, is a "Los Angell-ess" man, although he seemed to prefer to pronounce it "this area."

Mrs. Valley M. Knudsen, chairman of the executive committee of Los Angeles Beautiful, described her organization's activities.

Blossom Unveiled

And, then, Lovell Swisher Jr., chairman of the Flower Naming Committee, unveiled the blossom that has been selected as the city's official flower.

It is the delicate but stately *Strelitzia reginae*—bird-of-paradise flower.

Mayor Bowron quickly proclaimed it the official flower.

And then they cut the five-tiered birthday cake upon which was inscribed: "Paradise of the World—Los Angeles—171 Years Young."

As he posed for pictures beside the cake for Mayor looked at the large knife in his hand.

"I did not," he announced quietly to the photographers, "get this from the City Council."

Committee Aide Named

Seymour Soroky has been named assistant director for the American Jewish Committee in the Los Angeles area, it was announced yesterday. He succeeds Louis Mazer, recently named regional director of the organization at Seattle.